

ESTTA Tracking number: **ESTTA653681**

Filing date: **02/02/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	85250061
Applicant	Kimsaprincess Inc., Khlomoney Inc. and 2Die4Kourt
Applied for Mark	DASH
Correspondence Address	JENNIFER KO CRAFT GORDON & SILVER LTD 3960 HOWARD HUGHES PARKWAY NINTH FLOOR LAS VEGAS, NV 89169 UNITED STATES trademarks@gordonsilver.com, jcraft@gordonsilver.com
Submission	Reply Brief
Attachments	Reply to Examiner's Appeal Brief-DASH.pdf(288882 bytes) Exhibit A to DASH (35) Reply.pdf(2949585 bytes) Exhibit B to DASH (35) Reply.pdf(655447 bytes)
Filer's Name	Jennifer Ko Craft
Filer's e-mail	TRADEMARKS@GORDONSILVER.COM
Signature	/Jennifer Ko Craft/
Date	02/02/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Mark: DASH

Class: 35

Serial No.: 85/250061

Filing Date: February 23, 2011

Certificate of Transmission

I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office on February 2, 2015 via the website at <http://esta.uspto.gov>.

/Julie Gerhardt/

APPLICANT'S REPLY

The Examiner filed his Appeal Brief on October 10, 2014 in the above-referenced appeal (“Appeal”) and this is the Applicants’ Reply thereto.

I. RECENT PROCEDURAL HISTORY

Subsequent to the Examiner’s Appeal Brief, the Applicants filed a Request to Consolidate/Request to Suspend and Remand (“Request”) on October 30, 2014: (1) to consolidate the Appeal with Appeal Proceeding No: 85250063 (collectively, the “Appeals”); and (2) to remand jurisdiction of the subject application assigned Serial No: 85250061 (“Application”) for the mark DASH (stylized) (“Mark”) to the Examiner to consider additional evidence further demonstrating the commercial weakness of the cited marks, DASH, Reg No: 1,807,678; and DASH, Reg No: 2,670,119 (collectively, the “Cited Marks” and “Cited Registrations”). The TTAB granted the Request on November 6, 2014. Upon remand, the Trademark Examiner maintained his refusal to register the Applicant’s Mark and the Appeals have now resumed.

II. ARGUMENT

While the literal elements of the marks are identical, likelihood of confusion is not found. Among other factors, the Cited Marks are commercially weak, eliminating any chance that

consumers believe that all the numerous, related DASH goods and services offered by the seventy-three (73) registrants¹ and three hundred and seven (307) common law sources,² emanate from only one source, namely, the registrants. Because of the numerous different sources of DASH related goods and services, consumers look to the differences between the Applicants' Marks and the Cited Marks and easily distinguish the Applicants from the rest of the sources, including, the registrants. The differences in the Marks are significant as discussed in the Applicants' Appeal Brief and Request, the primary difference being the difference in meaning and connotation of the marks. Specifically, the Marks refer to the well-known and popular family, the Kardashians and fashion icons, Kim Kardashian, Khloe Kardashian and Kourtney Kardashian, and is an abbreviation of the world famous KARDASHIAN brand. Moreover, the fact that the Applicants and registrants have peacefully co-existed, with no instances of confusion known by the Applicants for close to nine (9) years further establishes that there is no likelihood of confusion.

A. The Cited Marks are Commercially Weak and Therefore, Afforded Only a Narrow Scope of Protection.

The Cited Marks are merely two examples of DASH marks in a very crowded field of hundreds of other DASH marks and therefore is commercially weak and should be accorded only a very narrow scope of protection.

Commercial weakness can be established by both third party common law uses and third party registrations.³ The Examiner cited to, and entered into the record, seventy-three (73)

¹ See, Office Action dated May 26, 2011, exhibits.

² See, Request, Exhibits 1 and 2.

³ The TMEP states, "third-party registrations may be relevant to show that a mark or a portion of a mark is ... so commonly used that the public will look to other elements to distinguish the source of the goods or services... [and] third-party use falls under the sixth du Pont factor – the number and nature of similar marks in use on similar goods. If the evidence establishes that the consuming public is exposed to third-party use of similar marks on similar goods,

registrations for DASH and DASH-formative marks, which the Examiner asserts are for similar goods and services, and at least sixteen (16) of the registrations were for the exact same goods and services for which specimens of use were submitted and accepted by the USPTO.⁴ The Applicants provided in its Request three hundred and seven (307) businesses that use the mark DASH in connection with retail store services, apparel or eyewear or other related goods and services, for which at least twenty-five (25) businesses provide the same goods or services as those listed in the Cited Registrations.⁵

Based on the overwhelming evidence provided, the Cited Marks are clearly commercially weak. As weak marks, they should be afforded only a narrow scope of protection. TMEP § 1207.01(d)(iii) (internal citations omitted) (“If the evidence establishes that the consuming public

it “is relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection.” TMEP 1207.01(d)(iii) (internal citations omitted)

⁴ MIRROR/DASH, Reg # 3683931, Classes 25 and 18; WINSTON-SALEM DASH, Reg # 3809136, Class 25; RADASH, Serial # 85329448, Class 25; LIVE YOUR DASH, Serial # 85517287, Classes 14, 16, 18, 21, 24, 25; DEALDASH, Reg # 3914068, Class 35; MIDDAY DASH, Serial # 85529736, Class 35; LIVE YOUR DASH – MAKE EVERY MOMENT MATTER--, Serial # 85087798, Classes 16, 21, 25 and 41; THE DIRTY DASH DD, Reg #4118734, Class 25; DASH BOARD, Reg #4119281, Class 25; STASH ‘N DASH, Reg # 4052567, Class 25; FASHION DASH, Reg # 4023715, Class 35; SMG DASH, Reg # 4057239, Class 35; ZIP AND DASH, Reg # 3319698, Class 25; STASH ‘N DASH, Reg # 3955871, Class 25; DASH & DIESEL, Reg # 3751990, Class 25 and LIVING IN THE DASH, Reg # 3533508, Class 25

⁵ Dash Inc., 423 Skyline Dr., Charleston, West Virginia 25302-4232; Dash Inc., 104 Liam Ln, Centerville, Massachusetts 02632-3326; Dashing Boutique, 3573 Cerrillos Rd, Santa Fe, New Mexico 87507-2906; Dash Apparel, 175 Main St, Los Altos, California 94022-2912; Dash Apparel, 3219 Climbing Ivy Trl, Jacksonville, Florida 32216-1172; Dash Clothing Inc., 1375 Broadway Rm 600, New York, New York 10018-7060; Dash Clothing, 2258 S Rural St, Indianapolis, Indiana 46203-3003; Dash Fashions, 170 Sisson Ave. Ste 6-1, Hartford, Connecticut 06105-4058; Dash Fashion, 5577 Alameda Ave, El Paso, Texas 79905-2915; Dash Fashion, 12815 SW 42nd St, Miami, Florida 33175-3424; Dash Fashions, 170 Sisson Ave Ste. 6-1, Hartford, Connecticut 06105-4058; Dash Sales, Inc, 1423 Leestown Rd Ste B, Lexington, Kentucky 40511-2094; Dash & Dash Enterprises, Inc., 16027 17th Ave, Whitestone, New York 11357-3212; Dashing Elegance Lingerie, L.L.C, 17435 Davenway Dr., Houston, Texas 77084-1197; Diaper Dash Inc., 4390 Lexi Cir, Broomfield, Colorado 80023-9590; Dot Dot Dash, 6454 Cecil Ave, Saint Louis, Missouri 63105-2225; Dash of Chic Boutique, 4411 Ramsey St, Fayetteville, North Carolina 28311-2234; Styles Dashing Boutique, 19123 Mission Manor Ln, Richmond, Texas 77407-3638; Dash Hemp, 303 Potrero Street Unit 47-101, Santa Cruz, California 95060; A Dash of Pizazz Boutique, 640 South St, Philadelphia, Pennsylvania 19147-2102; Dash Technical Wear, 1886 Prairie Way, Superior, Colorado 80027-9600; Dash Technical Wear, 620 Compton St., Broomfield, Colorado 80020-1635; Samy Dash, 1350 E Flamingo Rd 15b, Las Vegas, Nevada 89119-5263; Styles Dashing Boutique, 19123 Mission Manor Ln, Richmond, Texas 77407-3638; and Dashing Deals, 801 E Broad Ave. Ste. 17, Rockingham, North Carolina 28379-4382

is exposed to third-party use of similar marks on similar goods, this evidence is relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection.”).

B. The Source of Applicants’ Services and the Registrants’ Goods are Distinguishable Because Consumers Easily Recognize the Difference in the Meaning of the Marks.

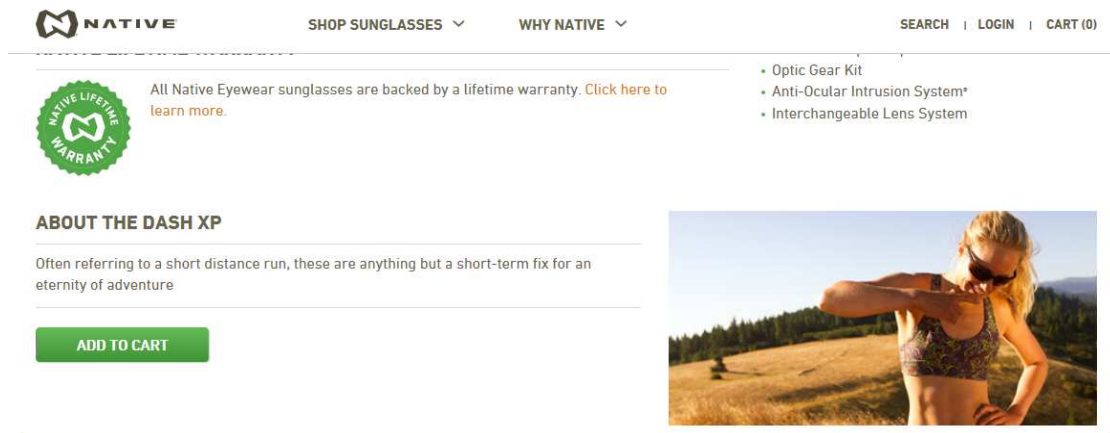
Due to the narrow scope of protection, other DASH marks, including, the Applicants’ Marks, can co-exist without confusion with the Cited Marks. The Cited Marks and Applicants’ Marks can co-exist without confusion because consumers are able to distinguish between the source of the registrants’ goods and the Applicants’ services, based on the difference in the marks, i.e., connotation and meaning of the marks. 2 McCarthy on Trademarks and Unfair Competition § 11:85 (4th ed.) (emphasis added) (“A mark that is hemmed in on all sides by similar marks on similar goods or services cannot be very ‘distinctive.’ It is merely one of a crowd of similar marks. In such a crowd, customers will not likely be confused between any two of the crowd and may have learned to carefully pick out one from the other.”); *See also*, TMEP § 1207.01(b)(v) (“Even marks that are identical in sound and/or appearance may create sufficiently different commercial impressions when applied to the respective parties’ goods or services so that there is no likelihood of confusion.”); 4 McCarthy on Trademarks and Unfair Competition §23:28 at 23-102.19 (4th ed. 2004) (emphasis added). (“If two conflicting marks each have an aura of suggestion, but each suggests something different to the buyer [as is the case here] this tends to indicate a lack of likelihood of confusion ... Thus, in some instances identical or closely similar marks will not in fact give rise to a likelihood of confusion because the meaning they convey in each context will point in distinctly different directions.”); *In re Sears, Roebuck & Co.*, 2 U.S.P.Q.2d 1312, 1314 (T.T.A.B. 1987) (finding no likelihood of confusion between CROSSOVER for brassieres and CROSSOVER for ladies’ sportswear as a result of their

different meanings when applied to the goods of applicant and registrant, notwithstanding the fact that they are legally identical in sound and appearance); *In re British Bulldog, Ltd.*, 224 U.S.P.Q. 854, 856 (T.T.A.B. 1984) (finding no likelihood of confusion between PLAYERS for shoes and PLAYERS for men's underwear due to the different connotations in the marks, one implying a shoe adapted to outdoor activities the other implies something else "primarily indoors in nature"); *In re Sydel Lingerie Co., Inc.*, 197 U.S.P.Q. 629, 630 (T.T.A.B. 1977) (finding no likelihood of confusion between BOTTOMS UP for ladies and children's underwear and BOTTOMS UP for men's suits, coats and trousers due to the different connotations); *In re Shoe Works, Inc.*, 6 U.S.P.Q.2d 1890, 1891-1892 (T.T.A.B. 1988) (no likelihood of confusion between PALM BAY women's shoes and PALM BAY shorts and pants).

As discussed at length in the Applicants' Appeal Brief and Request, the Applicants' Marks refer to the well-known and popular family, the Kardashians and fashion icons, Kim Kardashian, Khloe Kardashian and Kourtney Kardashian, and is an abbreviation of the world famous KARDASHIAN brand. While the mark is not karDASHian, but rather DASH, the Board has long held that it and the examining attorney can go outside the four corners of the application and rely on extrinsic evidence to determine the meaning and connotation of an applicant's mark. *See, e.g., In re Joint-Stock Company Baik*, 84 U.S.P.Q.2d 1921, 1923 (T.T.A.B. 2007) (relying on encyclopedia entry and dictionary definitions submitted by applicant to determine the connotation and primary significance of the mark BAIK to the purchasing public and reversing surname refusal); *In re Hamilton Bank*, 222 U.S.P.Q. 174, at 175-177 (T.T.A.B. 1984) (relying on extrinsic evidence submitted by applicant, e.g., third-party registrations and dictionary definitions, to determine the meaning, connotation, and strength of the mark KEY for banking services. The Board found the mark KEY was weak, thus applicant's KEY mark was not likely

to cause confusion); *In re Micro Instrument Corp.*, 222 U.S.P.Q. 252, 253-254 (T.T.A.B. 1984) (relying on two pieces of literature submitted by applicant that illustrated the nature of applicant's goods and that the mark MICRO had the connotation of precision work. Thus the Board found the mark was suggestive and capable of registration); *In Re Shop-Vac Corp.*, 219 U.S.P.Q. 470, 471-472 (T.T.A.B. 1983) (relying on extrinsic evidence provided by applicant, namely dictionary definitions, to determine the suggestive nature of the term BROOM for electric vacuums).

In looking at the extrinsic evidence as provided by the Applicants, the Applicants' Mark is consistently used in connection with the name, image and/or likeness of the Kardashians, making it clear to consumers that DASH means KARDASHIAN. The Kardashians are well known in the fashion industry and the KARDASHIAN brand is often used in connection with the sale of apparel. *See*, Office Action Response dated November 28, 2011, Exhibit 1; and attached hereto as **Exhibit A** are true and accurate copies of additional website prints of the use of the Kardashian brand in connection with the sale of apparel. In stark contrast, the Cited Marks are never used in connection with the Kardashians and therefore, do not evoke the same meaning. Specifically, with respect to DASH, Reg. No. 2,670,119, the registrant recently updated its website, www.nativeyewear.com, where it identified the meaning of its DASH mark, namely, "referring to a short distance run, these are anything but a short-term fix for an eternity of adventure." Attached hereto as **Exhibit B** is a true and correct copy of the website located at <https://nativeyewear.com/shop/sunglasses/dash-xp/dash-xp-asphalt-pol-blue-reflex>.



Like numerous other DASH marks, the registrant's DASH mark is referring to the act of running somewhere suddenly and hastily. Again, this is very different and highly distinguishable from the Applicants' Mark, which refers to the fashion icons, the karDASHians. Notably, with respect to Reg. No. 1,807,678, no recent use of the mark by the registrant can be found, aside from the one listing on ebay for a single pair of shorts, submitted in support of its Section 8 Affidavit filed on May 28, 2014. Regardless, the meaning of the mark is not the same as the Applicants, i.e., the Kardashians, given the fact that the Applicants have not granted a license to the registrant to do so.

C. The Applicants' Marks and the Cited Marks have Co-existed without Actual Confusion.

Concurrent use of the Applicants' Marks and the Cited Marks for nearly a decade in a marketplace that the Examiner deems related, without any known instances of actual confusion is strong evidence against a likelihood of confusion.

Under *du Pont*, the eighth factor in determining the likelihood of consumer confusion under Section 2(d) is "[t]he length of time during and conditions under which there has been concurrent use without evidence of actual confusion." *Application of E. I. DuPont DeNemours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973). If there has been ample opportunity for actual confusion and none exists (as is the case here), the absence of such evidence has been previously

held by the TTAB to be particularly strong. *See, Harry Fischer Corp. v. Kenneth Knits, Inc.*, 207 USPQ 1019 (TTAB 1980) (the Board found the absence of actual confusion to be “the most telling portion of the record” and found no likelihood of confusion). Generally speaking, evidence tending to show a longer period of co-existence, without evidence of confusion will militate against a finding that confusion is likely. *See, Citigroup Inc. v. Capital City Bank Group, Inc.*, 98 USPQ2d 1253, 1259 (Fed. Cir. 2011); *In Re Gen. Motors Corp.*, 23 U.S.P.Q.2d 1465, 1471 (P.T.O. Jan. 15, 1992) (“[A]bsence of any known incident of actual confusion in an extensive period of contemporaneous use of the marks is strong evidence that confusion is not likely to occur in the future”).

In the instant case, the Applicants began using its Marks at least as early as August 2006, and the registrants for Reg. No. 2,670,119 and 1,807,678 claim to have begun use of its DASH marks in February 2002 and April 1973 respectively. With close to nine (9) years of co-existed use, the Applicants are unaware of any instance of confusion, actual or otherwise, between its Marks and the Cited Marks, which strongly suggests that there is no likelihood of confusion.

The instant case is uncannily similar to *In re Strategic Partners, Inc.* 102 USPQ2d 1397 (TTAB 2012), wherein the Board reversed a refusal to register the mark ANYWEAR (in stylized text), for “footwear,” finding no likelihood of confusion with the registered mark ANYWEAR BY JOSIE NATORI (and design), for “jackets, shirts, pants, stretch T-tops and stoles.” Given the similarity in the marks and the relatedness of the goods, the Board stated that “under usual circumstances” it would conclude that confusion is likely to occur; however, the Board did not find a likelihood of confusion because the applicant’s previously registered mark for identical goods co-existed with the cited registrations for over five(5) years. *Id.* at 1399. While one of the Applicants in the instant case, namely, Kimsaprincess Inc. does in fact own a registration for

DASH for fashion accessories,⁶ and while it has only been registered since March 5, 2013, the Applicants' Marks have nevertheless co-existed with the cited registrations for well over five (5) years. As it did in several, previous TTAB cases, the lack of actual confusion in the present case for this extended period of time strongly suggests that there is no likelihood of confusion between Applicants' Marks and the Cited Marks.

III. CONCLUSION

Based on the foregoing, and the arguments previously submitted by the Applicants as set forth in the file history, the Applicants respectfully request the Board reverse the Examiner's refusal to register the Marks and approve the application for publication.

DATED: February 2, 2015

Respectfully submitted,
GORDON SILVER

/Jennifer Ko Craft/
Jennifer Ko Craft, Esq.
Joanna M. Myers, Esq.
3960 Howard Hughes Parkway, Ninth Floor
Las Vegas, Nevada 89169
trademarks@gordonsilver.com
(702) 796-5555 (phone)
(702) 947-9684 (fax)

⁶ DASH, Reg No: 4298421, Goods: "Jewelry; Jewelry and imitation jewelry; Jewelry boxes; Jewelry boxes not of metal; Jewelry boxes of metal; Jewelry boxes of precious metal; Jewelry cases; Jewelry cases not of precious metal; Jewelry chains; Jewelry for attachment to clothing; Jewelry organizers; Jewelry watches; Leather jewelry and accessory boxes; Pet jewelry; Pins being jewelry; Plastic bracelets in the nature of jewelry; Watches and jewelry; Watches, clocks, jewelry and imitation jewelry."

Exhibit A

Kardashian Kollection



Tops



Dresses



Jeans



Pants



Leggings



Skirts

Browser window showing the Facebook page for **Kardashian Kollection**. The address bar displays <https://www.facebook.com/KardashianKollection>.

The page header includes navigation links: **Kardashian Kollection**, **Home**, **Find Friends**, and a search bar.

The main content area features a large cover photo of three women in black outfits, each holding a whip, standing in front of a pink background. Below the cover photo is the **Kardashian Kollection** logo and the text "Designer".

The left sidebar contains the following sections:

- PEOPLE**: 2,062,136 likes. Includes a link to "Invite your friends to like this Page".
- ABOUT**: Official Page for the Kardashian Kollection by Kourtney Kardashian, Kim Kardashian West and Khloe Kardashian. Includes a "Suggest Edits" link.
- APPS**: Includes a link to the **Instagram** app.

The main feed shows a post from **Kardashian Kollection** titled "Superbowl style!" featuring two photos of women in black outfits. The post has 10,593 likes and 81 comments.

The right sidebar contains a "Create Page" button, a "Recent" list, and a "Sponsored" section. The "Recent" list includes:

- Dani Marcum Chocolate Chip Skillet
- Mary Gomez-Cortes commented on her own post.
- Megan Ruth Stay likes Crystal Stay Farrell's post.
- Win Kang likes John Hwang's post.
- Jessica Rossland commented on Natibaby's photo.
- Linsey Wolf Dalton commented on her own post.
- Bill Palmer changed his profile picture.
- Anne Marie Loraditch likes Nita Waitfort Campos's photo.
- Shannon Doucett likes Joel Osteen Ministries's post.
- Jennie Kelley likes Dane...
- Jennifer DeAmei...
- Mary Gomez-Co...
- Sarah Martinez
- Erica Collins
- Kristin Zoller
- Eunice Beattie
- Chelsea Dawn Gran...
- Angie Shaw
- Lisa Wong Lock...

The bottom of the screen shows a Windows taskbar with various application icons and the system clock displaying 6:50 PM on 2/2/2015.

Browser window showing the Facebook page for "Kardashians Designer". The address bar displays the URL: <https://www.facebook.com/93075591605/photos/a.10150646387561606.390384.93075591605/10152390856011606/?type=1>. The browser tabs include "dash boutique - Google Se...", "Trademark Status & Docu...", "USPTO TSDR Case Viewer", and "(2) Kardashians".

The Facebook page header shows the name "Kardashians" with the category "Designer". It includes buttons for "Like", "Follow", and "Message". The page has 3,619 likes and an "Invite your friends to like this Page" button. The "ABOUT" section includes a "Suggest Edits" button. The "PHOTOS" section displays a grid of images, including a photo of Kim Kardashian.

The main content area shows a post by "Kardashians" dated January 5 at 6:27pm. The post text reads: "My mama rocking her @kardashiancollection jacket and ishhh -Khloe Kardashian". The post features a large image of a woman (likely Kris Jenner) wearing a light-colored fur-trimmed coat.

The right sidebar shows a list of recent comments and likes, including:

- Mary Gomez-Cortes commented on her own post.
- Erica Collins likes Amanda Goodlin's post in RagaChat.
- Dani Marcum Chocolate Chip Skillet
- Megan Ruth Stay likes Crystal Stay Farrell's post.
- Win Kang likes John Hwang's post.
- Jessica Rossland commented on Natibaby's photo.
- Linsey Wolf Dalton commented on her own post.
- Bill Palmer changed his profile picture.
- Chelsa Dawn Gr... Mobile
- Jennifer DeAlmei... Mobile
- Mary Gomez-Co... Mobile
- Sarah Martinez Web
- Rachel Walter Mobile
- Erica Collins Mobile
- Deborah Edwards Mobile

The bottom of the screen shows the Windows taskbar with various application icons, including "All Mail It...", "3 Reminde...", "RE: DASH ...", "e (2) Karda...", "Document...", "DASH Rep...", "ProLaw", and "Transactio...". The system clock indicates 7:05 PM on 2/2/2015.

Browser tabs: <https://www.facebook.com/>, dash boutique - Google Se..., Trademark Status & Docu..., USPTO TSDR Case Viewer, USPTO TSDR Case Viewer, (2) Kardashians


Facebook Page: **Kardashians**

Recent Posts:

- Darlene Marie Eisenhardt** (January 28 at 6:00am)
Call me crazy but I LOVE you guys! Regardless of how people talk ab... See More
- Austin Eddy-O'malley Edwards** (January 20 at 6:44pm)
And the next ridiculous TV show for the money hungry Kardashians is...
- Paola Nuvolari** (January 19 at 1:43pm)
Kendall jenner against her parents!
<http://www.meltyfan.it/kendall-jenner-contro-famiglia-kardashian-accuse-a145004.html>

Featured Post:


Kardashians (January 5 at 5:49pm · Edited ·)
Kardashiansshoes.com.au
-Khloe Kardashian



Like · Comment · Share · 11 · 1

Featured Post:

Kardashians (January 5 at 5:49pm · Edited ·)
Reality TV Show "Kourtney and Khloe Take the Hamptons" on E!



Right Sidebar:

- Mary Gomez-Cortes commented on her own post.
- Erica Collins likes Amanda Goodlin's post in RagaChat.
- Dani Marcum Chocolate Chip Skillet
2 cups all-purpose flour
1 teaspoon...
- Megan Ruth Stay likes Crystal Stay Farrell's post.
- Win Kang likes John Hwang's post.
- Jessica Rossland commented on Natibaby's photo.
- Linsey Wolf Dalton commented on her own post.
- Bill Palmer changed his profile picture.
- Chelsea Dawn Gr... Mobile
- Jennifer DeAlmei... Mobile
- Mary Gomez-Co... Mobile
- Sarah Martinez Web
- Rachel Walter Mobile
- Erica Collins Mobile
- Eunice Beattie Mobile

Search:

Bottom Taskbar:

- Windows Start Button
- All Mail It...
- 3 Reminde...
- RE: DASH ...
- (2) Kardas...
- Document...
- DASH Rep...
- ProLaw
- Transactio...
- System Tray: 7:06 PM 2/2/2015

Browser window showing the Facebook page for "Kardashians". The address bar displays "https://www.facebook.com/". The page header includes navigation links like "Home", "Find Friends", and "Create Page". The main content area features a post by "Kardashians" dated January 5 at 5:49pm, titled "AMAs look: styled by @monicarosestyle Dress: Versus by Versace Hair by @etienneortega Make Up by @robscheppy #KardashianSunKissed #KardashianBeauty -Khloe Kardashian". The post includes a photo of Khloe Kardashian. Below the post are comments from users like Darlene Marie Eisenhardt, Austin Eddy-O'malley Edwards, and Paola Nuvolari. The right sidebar shows a list of friends and recent activity. The bottom of the screen displays the Windows taskbar with various open applications like "All Mail It...", "RE: DASH...", "DASH Rep...", "ProLaw", and "Transactio...".

Browser window showing the Facebook page for "Kardashians". The address bar displays "https://www.facebook.com/". The page header includes navigation links like "Home", "Find Friends", and "Create Page". The main content area features a post by "Kardashians" dated January 5 at 5:49pm, titled "AMAs look: styled by @monicarosestyle Dress: Versus by Versace Hair by @etienneortega Make Up by @robscheppy #KardashianSunKissed #KardashianBeauty -Khloe Kardashian". The post includes a photo of Khloe Kardashian. Below the post are comments from users like Darlene Marie Eisenhardt, Austin Eddy-O'malley Edwards, and Paola Nuvolari. The right sidebar shows a list of friends and recent activity. The bottom of the screen displays the Windows taskbar with various open applications like "All Mail It...", "RE: DASH...", "DASH Rep...", "ProLaw", and "Transactio...".

KARDASHIAN KHAOS

THE MIRAGE HOTEL, LAS VEGAS

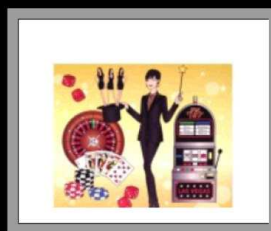
SOUVENIRS GLASSWARE POOL COSMETICS JEWELRY APPAREL

CART (0)

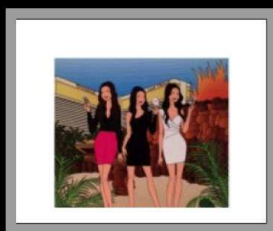


The Kardashian Khaos online store includes speciality, made-to-order gifts, apparel, exclusive souvenirs and lots of fun one-of-a-kind items! Enjoy shopping!

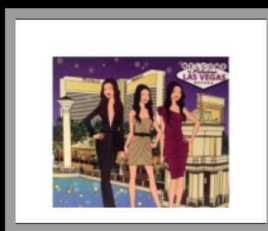
Love Kris, Kourtney, Kim and Khloe
TODAY'S FEATURED GIFTS



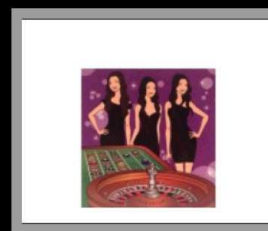
Kardashian Khaos Kris
Jenner Lady Luck
Collection by Stila \$50.00



Kardashian Khaos Bronze
Eye Collection by Stila \$45.00



Kardashian Khaos Smokey
Eye Collection by Stila \$45.00



Kardashian Khaos Lip
Glaze Collection by Stila \$38.00

Souvenirs Glassware Pool Cosmetics Jewelry Apparel

FOLLOW US ON



Exhibit B



Polarized PCC® Lens

DASH XP™



\$129

Asphalt with Blue Reflex Lens

[About Reflex Lenses](#)



ADD TO CART

ADD TO WISHLIST

Share



POLY CRYSTAL CARBONATE (P.C.C.®) POLARIZED LENS TECHNOLOGY



Optical-quality, impact-resistant lenses block 100 percent of the harmful UV light and eliminate glare for sharp, clear vision with increased contrast and depth perception. P.C.C.® lenses provide outstanding vision and protection in any lighting condition. Polarized Reflex lenses provide superior glare reduction and enhanced tyling.



FIT PROFILE:

M

- SportFlex™ Lens Kit Included
- Hybrid Venting
- Cushinol™
- Mastoid Temple Grip™
- Optic Gear Kit
- Anti-Ocular Intrusion System®
- Interchangeable Lens System

NATIVE LIFETIME WARRANTY



All Native Eyewear sunglasses are backed by a lifetime warranty. [Click here to learn more.](#)

ABOUT THE DASH XP

Often referring to a short distance run, these are anything but a short-term fix for an eternity of adventure

ADD TO CART



RELATED ITEMS



HARDTOP™



EASTRIM™

VIGOR™



JOIN THE JOURNEY

SUBMIT



SHOP SUNGLASSES

All

New

Performance

Lifestyle

Parts & Accessories

WHY NATIVE

About

Technology

Lifetime Warranty

Locals Only Project

[Cart \(0\)](#) [Dealer Locator](#) [Return Policy](#) [Login](#) [Search](#) [F.A.Q.](#) [Contact Us](#) [Press](#) [Privacy Policy](#) [Terms & Conditions](#)

Copyright ©2015 Native Eyewear Inc.
All rights reserved.